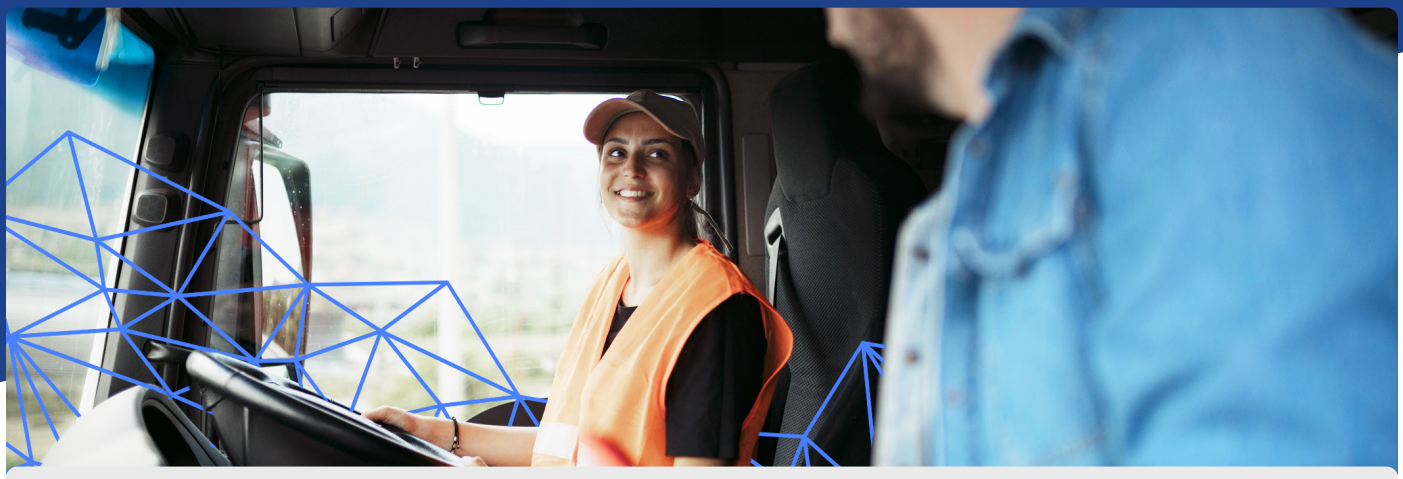
IGNITIUM

CASE STUDY

Driving ROAS with Precision ABX

Expanding Market Presence and Maximizing ROI Across Key Verticals for a Global Supply Chain Software Leader



Company Level: Enterprise

Company Size: 2,000+ Employees

Industry: Technology — Supply Chain

Location: Global

The Challenge

The client aimed to increase market penetration across key industry verticals, including life sciences, automotive, high tech, and aerospace & defense, while maintaining control over digital advertising costs. They needed to target the right decision-makers and influencers within complex buying groups, reduce wasted ad spend, and increase engagement at each stage of the buying process.

Results

Ignitium's ABM strategy generated over $220M in pipeline and nearly $60M in closed-won revenue with just over $300K in ad spend. Key verticals achieved impressive ROAS, including 226x in life sciences, 787x in market research, and 1,616x in AI-powered supply chain, all while maintaining cost efficiency and delivering significant growth across multiple industries.

Overview

A global supply chain software company partnered with Ignitium to improve market penetration in key verticals such as Life Sciences, Automotive, High Tech, and Aerospace & Defense. With a focus on engaging high-value decision-makers within complex buying groups, the client aimed to drive pipeline growth while controlling digital advertising costs. Ignitium's account-based marketing strategy leveraged advanced buyer intent data and personalized, multichannel campaigns to deliver exceptional results, achieving over $200M in pipeline and nearly $60M in closed-won revenue with minimal ad spend.

Strategy

Ignitium implemented a comprehensive ABX strategy designed to precisely target and engage key decision-makers within the client's most valuable accounts. This approach used advanced buyer intent data to identify the individuals showing high purchase intent across each vertical, ensuring that ad spend was directed only at those most likely to convert.

Buyer Group Intent Data

Ignitium's data-driven insights helped identify the most influential decision-makers in each target account. The team focused on the stakeholders most actively researching solutions, ensuring the right people were reached at the right time.

Real-Time Optimization

Continuous performance tracking allowed for real-time adjustments to campaign tactics. This optimization kept costs low while maximizing impact, enabling Ignitium to achieve high returns on ad spend across all verticals.

Persona-Based Messaging

Tailored messaging and content were crafted for each persona in the buying committee. This ensured that each stakeholder received information highly relevant to their role, increasing engagement and the likelihood of advancing through the sales funnel.



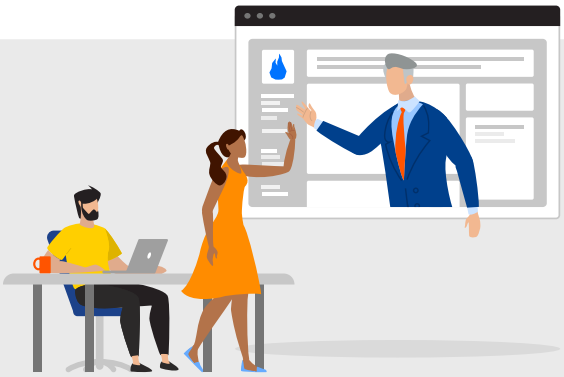
Multichannel Engagement

A combination of LinkedIn ads, Google Ads, display ads, and personalized content was deployed across multiple channels. The strategy also included direct mail and targeted social ads, which created a seamless experience for the decision-makers across every touchpoint.

Outcomes

Enhanced Engagement

Over $200M in pipeline and nearly $60M in closed revenue on just over $300K in ad spend.



Life Sciences

Generated nearly **$20M in new pipeline** and over **$7M in closed-won revenue**, with a **226x ROAS** on pipeline and **92x ROAS** on closed deals.

Market Research

Achieved over **$100M in new pipeline** and nearly **$20M in closed-won revenue**, with a **787x ROAS** on pipeline and **114x ROAS** on closed deals.

High Tech

Secured **$20M in new pipeline** and **$2.5M in closed-won revenue**, generating a **531x ROAS** on pipeline and **70x ROAS** on closed deals.

AI-Powered Supply Chain

Delivered **$60M in new pipeline** and **$30M in closed-won revenue,** achieving a **1,616x ROAS** on pipeline and **837x ROAS** on closed deals.

Aerospace & Defense (A&D)

Created **$2M in new pipeline** with a **244x ROAS** on pipeline.

Conclusion

Ignitium's precision-targeted ABM strategy allowed the client to successfully **expand its market presence across critical verticals while maintaining cost efficiency.**

The collaboration between marketing and sales ensured that **every ad dollar was spent on the right individuals within the buying committee**, maximizing pipeline growth and revenue potential.

With over $200M in pipeline and nearly $60M in revenue, Ignitium's approach demonstrated the power of personalized, data-driven campaigns to deliver exceptional returns, driving both short-term wins and long-term growth opportunities.



About Ignitium

Ignitium creates composable ABX platforms for enterprise B2B organizations to orchestrate account-based experiences at scale. Since 2010, we've helped launch world-class ABM programs, creating pipeline for enterprise and hypergrowth SaaS companies like Okta, HPE, Verizon and C3. Ignitium operates at the cutting edge of technology, intent data and human expertise so GTM teams can get in front of the right people at the right time, every time.